

To Be Cool, Eat No Meat, Don't Drink Cold Water, But Live on Vegetables

"Take Six Meals a Day if You Like," Says Dr. Elmer Lee, "but Confine Your Menu to Fruits and Garden Products and Avoid Tea, Coffee and Alcohol in Hot Weather."



Marguerite Mooers Marshall. Half a dozen deaths and three times that number of heat prostrations—such is the result of our first "hottest day." Unfortunately, the New York summer is bound to contain many days of equally scorching temperature. The question remains, how are those of us who have to stay in the city to make the best of it? How are we to escape serious illness and even death?

Among the city workers who may not escape, the men unquestionably outnumber the women. It is increasingly the custom for married men to send their wives and children to the country or the seashore for the greater part of the summer. And among the unmarried, many women, including the big force of school teachers, get away for longer vacations than their men co-workers.

So today Dr. Elmer Lee, editor of Health Culture and a well known lecturer on hygienic topics, will tell men how to keep cool. To-morrow the business women will have their turn.

HE LIKES TO WORK WITHOUT A VACATION. "In the first place," Dr. Lee began cheerfully, "no man should think it a hardship to work all summer in the city. I don't even believe very much in vacations. I haven't taken one for years, and I actually find that I can accomplish more work in summer than in winter. It all depends on the way one treats one's self."

It's a good plan for children to go to the country during the hot weather, because they have a better chance to play. But there's no special reason why adults should migrate. They will really be more comfortable with their own home comforts around them than if they try to get along among strangers.

"I have often thought that poor people would be better off if the money used for sending them away for one week were devoted to the improvement of the surroundings in which they must live the other fifty-one weeks."

"Then the man in the city should have special summer surroundings," I asked. "Exactly," assented Dr. Lee. "During the summer months a man's office and the rooms or room in which he lives should be made as bare as possible. Take down the carpets or rugs. Take down the fast-gathering pictures or hangings. Remove every article of furniture that is not absolutely necessary."

"That which remains should be of plain, light wood or wicker, without upholstery. With such arrangement cleanliness and a complete circulation of air can be easily secured."

"Some persons say that it is better to live during hot weather in rooms as high up as possible. Personally I have been very comfortable on the ground floor. In localities where there are doors a height is doubtless necessary for comfort. But more important than the floor one lives on is the arrangement of the windows. The ideal way is to have them fronting in exactly opposite directions. Then they need only be raised a trifle to secure a current of air, a draught, on the hottest days."

"This is good as far as it goes," I said, "but men who work have to be out in the street more or less. How can they guard against heat prostration there?"

WHAT YOU EAT IS THE IMPORTANT QUESTION. "Such prostration is due not to exterior but to interior conditions," declared Dr. Lee. "And that brings me to the most important aspect of the hot weather problem, the question of food."

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USE ALLEN'S FOOT-EASE.

The antiseptic powder to be shaken into the shoes. If you want rest and comfort for tired, tender, aching, swollen, sweating feet, use Allen's Foot-Ease. It relieves corns and bunions of all pain and prevents blisters, sore and callous spots. Always use it to break in new shoes. Don't go on your vacation without a package of Allen's Foot-Ease. It is the greatest comfort discovery of the age. Try it to-day. Sold everywhere, 33 cts. Don't accept any substitute. For FREE trial package, address Allen S. Olmsted, Le Roy, N. Y.



Health, strength and vigor are essential to happiness and success.

Duffy's Pure Malt Whiskey

is the world's greatest tonic stimulant and health builder. It aids digestion, nourishes the body, and assists in keeping the entire system in a healthy condition.

BE SURE YOU GET DUFFY'S

At druggists, grocers and liquor dealers, or direct, \$1.00 large bottle. Write for free Medical Booklet, containing rules of health. The Duffy Malt Whiskey Co., Rochester, N. Y.



NO EXTRA CHARGE FOR EXPRESS. Advertisements in The World may be had at any American Division Manager Office in the city until 9 P. M.

B. Altman & Co.

COMMENCING TO-MORROW (THURSDAY), JULY 11th, WILL HOLD A SALE OF

YOUNG MEN'S & BOYS' SUMMER CLOTHING AT THE FOLLOWING UNUSUAL PRICES:

A LIMITED NUMBER OF YOUNG MEN'S SINGLE-BREADED SUITS, OF LINEN CRASH, NATURAL LINEN, COTTON PONGEE, MOHAIR AND REPP, USUAL PRICES \$10.00 TO 14.00 AT \$5.00

YOUNG MEN'S FLANNEL OUTING TROUSERS, IN WHITE WITH COLORED STRIPES, GRAY, ETC., USUAL PRICES \$5.00 & 6.00 AT \$3.25

BOYS' WASHABLE BLOUSES (UNLAUNDERED), WITH ATTACHED COLLARS, USUAL PRICE \$1.25 EACH \$3.40 PER HALF DOZEN EACH, 60c.

Fifth Avenue, 34th and 35th Streets, New York.

What a man should eat.

"I have no hesitation in saying that the man who does not offend in his eating or drinking will be absolutely immune from the evil effects of heat. More than that, he will be comfortable. He will not perspire. No one of the animals in the zoological gardens perspires. The man who eats properly will enjoy the summer sun like any other healthy animal."

"First, it is a mistake to try to eat less in hot weather. One tries to promote health and activity. A locomotive needs exactly the same amount of fuel in the summer as in the winter. A locomotive in the Sahara burns as much coal as one in Siberia."

"To a sensitive person the foods which he really should never eat become especially distasteful in summer. I am referring, of course, to meats of all kinds and elaborate pastries and cakes. But when a man diminishes the quantity of what he eats he begins to quail on his nerves. What he should do is to change the quality and then eat more."

"The ideal hot weather diet to my mind the ideal all-the-year-round diet—consists of vegetables and fruits. Meat of any sort should be taboo. It can rarely be obtained clean and fresh, and its consumption burdens the body with unnecessary flesh. In short, it is a fat-creator. The same objection applies to milk and eggs, as animal products."

"The more fruit and vegetables a man eats, the better for him. Let him take half a dozen meals a day if he likes. Another advantage of such a menu is that it supplies the body with all the water needed. We drink too much water. We should merely take an occasional sip, as the animals do. Tea, coffee and alcoholic stimulants are to be avoided; likewise the iced drinks so popular at this season. They irritate the delicate nerves of the mouth, and the irritation at once produces a desire for another drink."

"If a man eats properly, the more work he does the better for him. Most men don't work enough, particularly in hot weather. Yet one's imagination has a great deal to do with one's comfort."

If you are very much interested in the completion of your task you haven't time to wonder what the thermometer reads."

"How about hot-weather dress for men?" I inquired. "We are gradually getting more sensible ideas about that," said Dr. Lee. "For instance, the unlined coat is really fashionable this summer. Also it is increasingly permissible to wear short-sleeved at one's office. As for material, a lightweight woolen garment is really as cool as linen. Thickness and lightness are the two things to be avoided in choosing summer clothing. And the regulation linen collar is not nearly as uncomfortable as some women think. While stiff and fresh it is really cool."

and as soon as it becomes damp it should be changed.

"A man will add to his comfort if he will take a tepid bath daily. This is preferable to one either very hot or very cold. And he should try to give his mind a bath in placidity and cheerfulness. Worry and chronic exasperation will in themselves make people hot."

Senor Arosamena Here. Carlos C. Arosamena, former President of the Republic of Panama, arrived here yesterday on the United Fruit Company's steamer Turialba from Colon. Senor Arosamena is on his way to Washington, but declined to give the object of his mission.

You'll be really suited if you buy your Summer Suit at my Store. My manufacturing advantages enable me to undersell by at least 1/4 the regular retail clothier.

Moe Levy,
My Store 119-125 Walker St., N. Y.
Clothing for Men & Boys

Another Great Day in the July Clearing Sale

Toilet Articles
C. Main Floor—Mail Orders Filled.
Talcum Powder—Violet, 25c lb. can for 10c.
Violet White Cream, 5c. bottle for 10c.
Cold Cream, Ideal Violet, 3-oz. can, regularly 25c; 5-oz. can, regularly 35c; or a 10-oz. can, regularly 55c.
Ideal Violet Cream, 3-oz. can, regularly 25c.
Ideal Violet Cream, 5-oz. can, regularly 35c.
Ideal Violet Cream, 10-oz. can, regularly 55c.
Nivea Face Cream, 3-oz. can, regularly 25c.
Camille Freres, in violet and heliotrope odors; white or pink; per pag.

33 Years Leaders of Fashion
Simpson Crawford Co.
SIXTH AVE. 19th TO 20th STREET.
Coolest and Most Comfortable Store in New York In New York's Shopping Center

325 Women's Beautiful New Silk Dresses, Reproductions of \$12.75 to \$15 \$6.50 Gowns, at . . .

We emphasize the limited quantity because we believe these gowns are so pretty and attractive that we will not be able to supply the demand. Just think of paying only \$6.50 for the new smart dresses that will be seen on well gown women as they promenade the boardwalk or attend the Summer dances.

The styles are inspired by Paris models. So varied is their beauty that cold type cannot adequately describe them. They are made in high-class dressmaker fashion, each is lined and finished in the most particular manner.

Cool, round neck models, also many with lace yokes, newest cut-away and peplum styles are shown, some are embroidered, others are trimmed with fine laces, ties, revers, shirring, contrasting colored pipings, fancy and crystal buttons, in a most effective manner. The materials are the reigning favorites. Plain and changeable taffeta, satin, elegant bordered foulards, dotted and striped, also figured patterns—the correct shades—better hurry in early to morning and get your share.

Clearance of 500 Girls' Washable Dresses, 95c
Made of sheer figured lawn, percale and gingham, all prettily designed with Dutch neck, or sailor collar, sizes 6 to 14 years. Values to \$1.95.
Girls' and Misses' Costee and Middy Blouses, 95c
Made of Gaiety and Khaki, all new models with various collar, belts and trimming effects, in sizes 6 to 20 years. Values to \$1.95. On Sale on Main Floor Tables.

A Special Purchase and Sale of Lingerie Waists for Women at \$1.00 & \$1.48

These are waists made up to sell at the higher prices—new, dainty models, many of them copies of Paris creations.

They are sheer and not too elaborately trimmed—waists that are planned for the woman who loves pretty things, but avoids the flashy.

Combined imported Irish motifs and insertions of embroidery. Effectively trimmed with Val. laces, and backs trimmed with fine tucks or Val. laces. Some with high collars, others collarless.

Any woman can afford to fill her waist box with these charming blouses. These Waists would ordinarily sell for \$2.00 and \$3.00.

Another Purchase and Rousing Sale of 2,500 Beautiful Porch and Morning Dresses

\$1.50 and \$2.00 \$1.3 and \$4 \$1.95 \$5 and \$6 \$2.95 Dresses at . . . Dresses at . . . Dresses at . . .



Our sale of two weeks ago was one of the best we held in Simpson Crawford's Store. Hundreds of women crowded the regular department and bargain square all day, and everywhere there was enthusiasm.

What wonderful values! What attractive styles! How well made! were few of the many comments made. A well known maker of high class dresses was in the store at the time and remarked to our buyers: "I have several thousand yards of fine materials, enough to make about \$300 dresses; select your styles and sizes and I will make them into dresses (in my usual way) at prices you cannot resist."

Just the thing for Summer wear, for the seashore. The materials are:—High class gingham, corded madras, fine lawn, creases and dimities, linens and percales, in every desired color and pattern. The models are:—Round, square or V neck, with 3/4 set-in sleeves and girder waistline, some with sailor collars. The trimmings are:—Fine eyelet embroidery, ratine, plique flowered borders; strappings and pipings of contrasting colors; pearl and covered buttons. All sizes 34 to 44.

The pictures will give you a fair idea of some of the models and how stylish they are. Note—These dresses will be on sale in our regular department, second floor, with increased selling space—also on bargain squares on the Main Floor. Extra salespeople to serve you promptly.

Basement
Women's Sample \$1.25 and \$1.50 Home Dresses .79c

You have your choice of percales, gingham or lawn in neat figures and stripes or plain colors, some with Dutch neck, others with sailor collar; new set-in sleeves, full skirts, finished with wide seam. All sizes.

Another Reminder of a Few Out of the 80 Bargains Offered To-Morrow in the Great Piano Event

Summer clearance of every used and exchanged piano in our warehouses. An opportunity to get a splendid piano. Prices were never so low. **Fourth Floor.**
Sohmer Upright, \$145
A regular gem of a piano, in fine order. Cost new \$150.
Chickering Upright, \$100
Think of it. An excellent Chickering at one-fifth its price when new. We guarantee this instrument in every particular.
Steinway Upright, \$100
An unheard of price on a Steinway upright. There will be a bunch of dealers in after this bargain.
Hardman Upright, \$150
A large, attractive piano, in prime condition. At \$150 it would be great value. Cost new \$175.
Chickering Upright, \$85
Another record breaking price for a good Chickering. We have some appreciative family will get this.
Gabler Upright, \$95
A particularly fine Gabler, containing the famous Vessel, Nickel & Grose action. Cost new \$100.
Choose from Any of These at \$95 Each
A Broadway Upright for \$95
A Chickering Upright for \$95
An Emerson Upright for \$95
A Mohr Upright for \$95
Also 65 other Great Bargains, including several services, up to \$95.

SIMPSON CRAWFORD CO., SIXTH AVE., 19TH TO 20TH ST., IN NEW YORK'S SHOPPING CENT

Summer Notions

At Clearing Prices!
C. Main Floor—Mail Orders Filled.
Chiffon Collar Foundations, 2 for 5c
Basting Cotton, 500 yd. spool, 3c
One dozen strong Tubular Shoe Laces, all sizes, 5c
10 yd. piece White Bias Lawn Seam Tape, 6c
6 yd. piece Featherstitch Braid, 10c
1 doz. Snap Fasteners, two sizes, black and white, doz., 25c
Tomato Pin Cushions, 10c size, 5c
Curling Irons, large and small size, 5c
Invisible Hair Pins, in box, 2c
Nickel Plated Safety Pins, 3 doz., 5c

PATRICIAN
Shoes for Women

Are You Profiting in the Great Sale of Famous Patrician \$3.50 & \$4.00 Shoes at \$1.98?

New York has never known and probably never will again such a sale as this. It's the semi-annual event—only twice a year is it possible for you to buy Patrician footwear below their standard prices—and the price this time—\$1.98—is positively the lowest ever offered.

Practically every style of fashionable footwear is included—all the popular leathers, too—in fact, a last and a size to fit every foot; but, of course, not every size in each style.

Perhaps you have never yet worn Patricians—here is an occasion for you to test their qualities while securing a very unusual shoe bargain. No seconds—all new, perfect shoes.

The Greatest Sale of the Season 15,000 Yds. of Black and Colored Silks at Half

Quantities limited. These prices while the lots last.

2,500 Yds. Fancy Silks, 29c
A good assortment, too numerous to specify; separate items; values to \$1.00 yard, at per yard. . . .
78c All Silk Pongee, .39c
\$1.50 Striped Tub Silks, .59c
\$1.25-\$1.50 Fancy Silks, .59c
\$1.00 Taffetas, yd., .49c
\$1.00 Paillet de Soie, .49c
50c Messaline, 29c
18 inches wide, 48 distinct colorings to choose from; per yard. . . .
\$1.25 Silk & Wool Poplin, .49c
\$2.00 Crepe de Chine, .69c
\$1.00-\$1.25 Fancy Silks, .49c
\$1.50 Dotted Voiles, .49c
\$1.50 Voiles, at, yd., .49c
\$2.50 Persian Waist Squares, .75c

Popular Black Silks at Sensational Prices
\$2.50 Black Radium, 40 inches wide, yard, .75c
\$2.50 Black Foulard, 42 inches wide, yard, .75c
\$1.00 Black Fancy Silk, 25 inches wide, yard, .49c
\$1.25 Black Satin Faille, 20 inches wide, yard, .59c
C. Main Floor. No Mail Orders.

Clearance Sale of Porch Screens

Your choice of about 1600 Porch screens regardless of size or quality that have been selling at 79c to \$2.85, at . . . **75c**

Choose from the following styles:
Natural Inside Bark Porch Screens,
Green Inside Bark Porch Screens,
Natural Outside Bark Porch Screens,
Green Wide Slat Porch Screens.
C. Fourth Floor, Mail Orders Filled.

Sizes on hand are:
4 x 8 ft.
5 x 8 ft.
6 x 8 ft.
8 x 8 ft.

Genuine Trade-marked Crex Rugs at Lowest Prices of the Season

THESE wonderful summer rugs are woven from a peculiar grass that grows in the swamplands of Minnesota. Every genuine "Crex" rug is trade-marked.

Note These Exceptional Prices for Genuine Crex Rugs:
9 ft. x 12 ft.; value \$7.50; sale price. . . . \$6.49
8 ft. x 10 ft.; value \$7.00; sale price. . . . 5.65
6 ft. x 9 ft.; value \$4.50; sale price. . . . 3.65
Linoeums
Hand printed linoeum; triple weight; of cork and linseed oil; 2 yards wide; 75c value per square yard; sale price, square yard. . . . **49c**
Extra wide linoeum—4 yards wide, enough to cover average room without a seam; value 85c a square yard; sale price, square yard. . . . **52c**